



A Marketer's Approach to
Public Relations and Social Media

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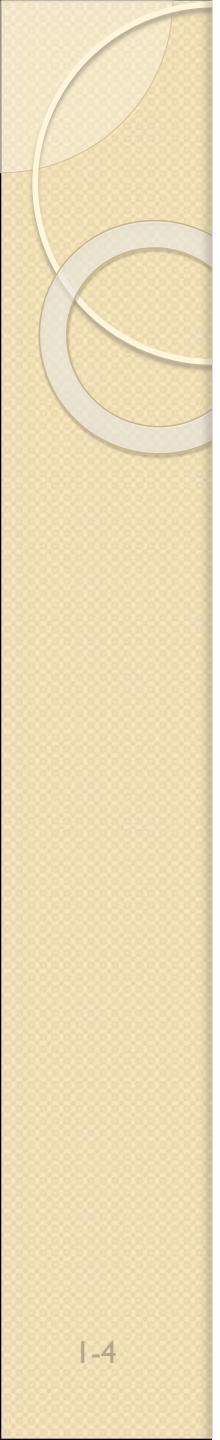
Chapter I

An Introduction to Marketing Public Relations



Chapter Objectives

1. Define Marketing Public Relations (MPR).
2. Explain how MPR differs from other elements of the marketing mix.
3. Discuss the different ways MPR contributes to a firm's overall marketing effort.
4. Describe the basic types of MPR opportunities and some fundamental rules for marketers who pursue them.
5. Discuss the values and ethical standards for MPR professionals.



What is Marketing Public Relations?

- A marketer's perspective on public relations that emphasizes the importance of a two-way brand relationship utilizing both traditional and new media channels in a way that can adapt to the ever-changing marketing landscape.
- These new avenues have led to marketing strategies that use the fundamentals of classic public relations in innovative ways, fostering interactions among organizations, products, consumers, and the **media** at a pace that is unprecedented in the history of modern marketing.

Media

- In public relations media are considered to be any communication methods widely distributed to the consumer or business community. “**Media**” is the plural form of “medium.”
- Types of media include television, radio, newspapers, magazines, and blogs.



Traditional PR

- Traditionally, PR is defined as a firm's efforts to build good relations with its various publics by obtaining favorable publicity, building up a good "corporate image," and handling or heading off unfavorable rumors, stories, or events.
- A firm typically accomplished these goals by working with the media to send a persuasive message to consumers.

Publics

- Any group that has an interest in the activities of a firm and that may also be affected by those activities



Consumer Generated Marketing

- Consumer generated marketing (CGM) is marketing efforts designed to encourage consumers to create marketing messages and other brand exchanges themselves.
- This Includes...
 - word-of- mouth
 - buzz



CGM Example...



- An example of CGM is 3M's® 2008 Internet campaign called “One Million Uses & Counting,” which promote the company’s Post-it® Notes. The firm used YouTube® to invite people to submit videos illustrating their favorite uses for the pervasive sticky paper squares and offered prizes of up to \$10,000 for the videos rated best by viewers.

Product

- “Product” refers to any good, service, idea, or personality for which PR can be applied.



Intermediaries

- Organizations or individuals that pass a message about a product from a firm to consumers; this should not be confused with the term “marketing intermediary,” which refers to product distribution channels.



Marketing

- All efforts to change or maintain the behavior of consumers or businesses relative to a product, good, or service.



Marketing Mix

- The variety of tools available to marketers in their quest to manage the marketing process
- Also called the 4Ps



Stakeholders

- MPR's task is ultimately one of communication between an organization and its **stakeholders**. This is accomplished through channels –typically interpersonal or media.
- Stakeholders are customers, prospective customers, employees, stock holders, or, in some cases, even the general public.

MPR Goals...

- Building the identity of the organization or product
- Increasing the visibility of an established organization or product
- Establishing an organization or individual as an expert in a given field
- Educating stakeholders on issues critical to the organization
- Shaping public opinion about an organization, idea, or individual
- Maintaining the image of an organization or product—over time or during a crisis
- Stimulating the trial or repeat usage of a product

Basic Rules of MPR

- Use MPR
- Be aware of what's newsworthy
- Share the news
- Package it properly
- Get it to the right people
- Be available
- Stay engaged
- Realize that MPR has global reach.
- Ethics are not optional

Ethics & Values of a PR Professional

PRSA* Statement of Professional Values

- Advocacy
- Honesty
- Expertise
- Independence
- Loyalty
- Fairness

*Public Relations Society of America

Concept Case: The Falcon's Lair

1. Using the Internet, find three other stores across the country that are similar to The Falcon's Lair and briefly describe each.
2. Go to the U.S. Census Department's Web site (<http://www.census.gov>) and describe the people who live within a seventy-five-mile radius of Allentown, Pennsylvania.
3. Search the Internet to find the radio, television, newspaper, and magazine media outlets that serve The Falcon's Lair's geographic region.



Reflection Questions

1. Explain the basic concept of Marketing Public Relations.
2. Compare and contrast MPR with traditional public relations and advertising.
3. Discuss some of the stories that you have read about on the Web, on TV, and in magazines and newspapers?
4. Do some topics appear in multiple places?
5. Is the coverage of any of these issues affecting those who have a stake in its promotion in a positive or negative way? Explain.



Practice Portfolio

- *Each chapter offers a Practice Portfolio, an activity that relates to the material covered in the chapter. In addition, the activity will allow you to contribute to an MPR portfolio that you will be able to use as evidence of your abilities as a marketing professional. The portfolio can be based on a fictitious company or on a real company that your instructor assigns to you. At this point you should **choose your company**. Remember to choose carefully, as you will be working with this company all semester long.*